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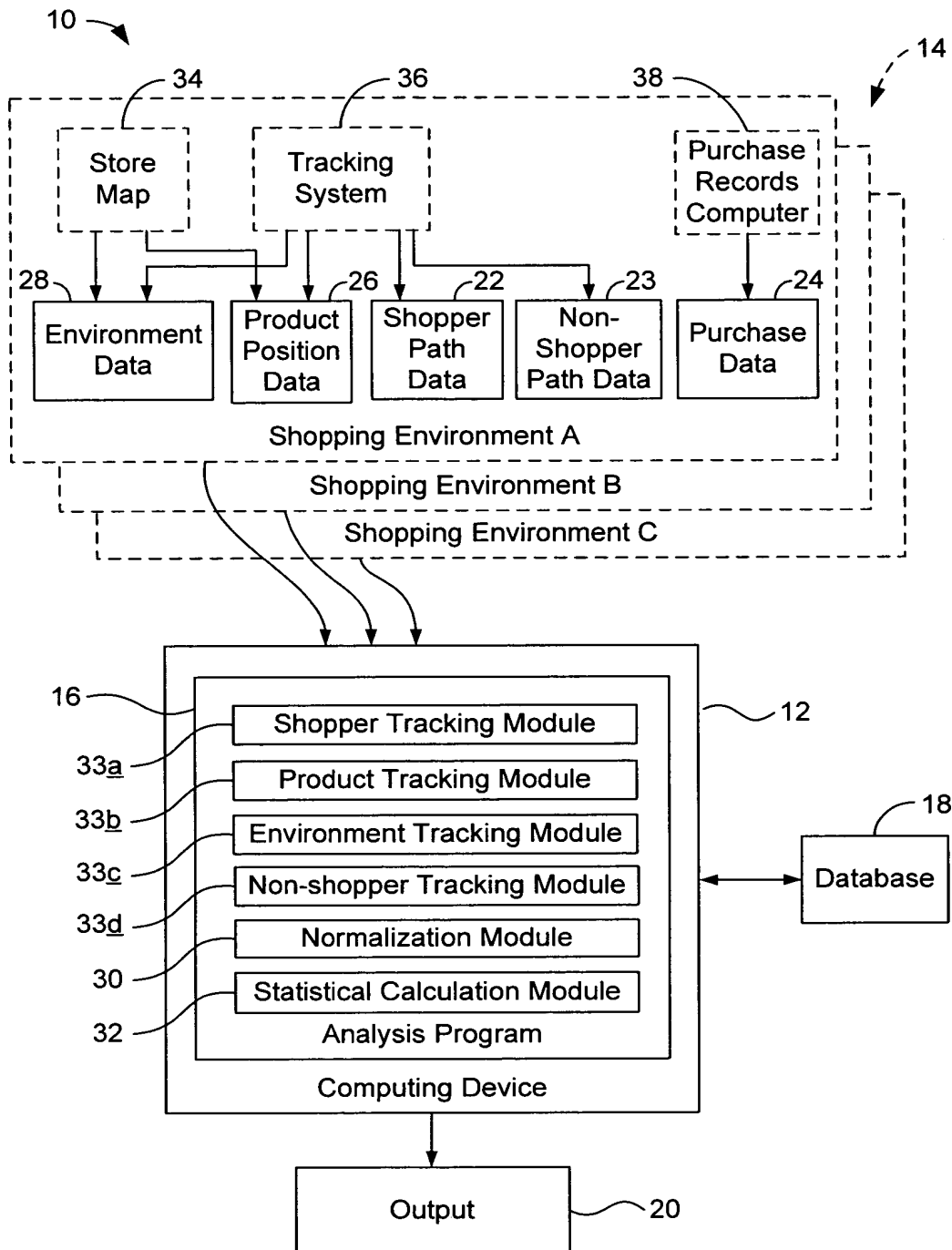


FIG. 1

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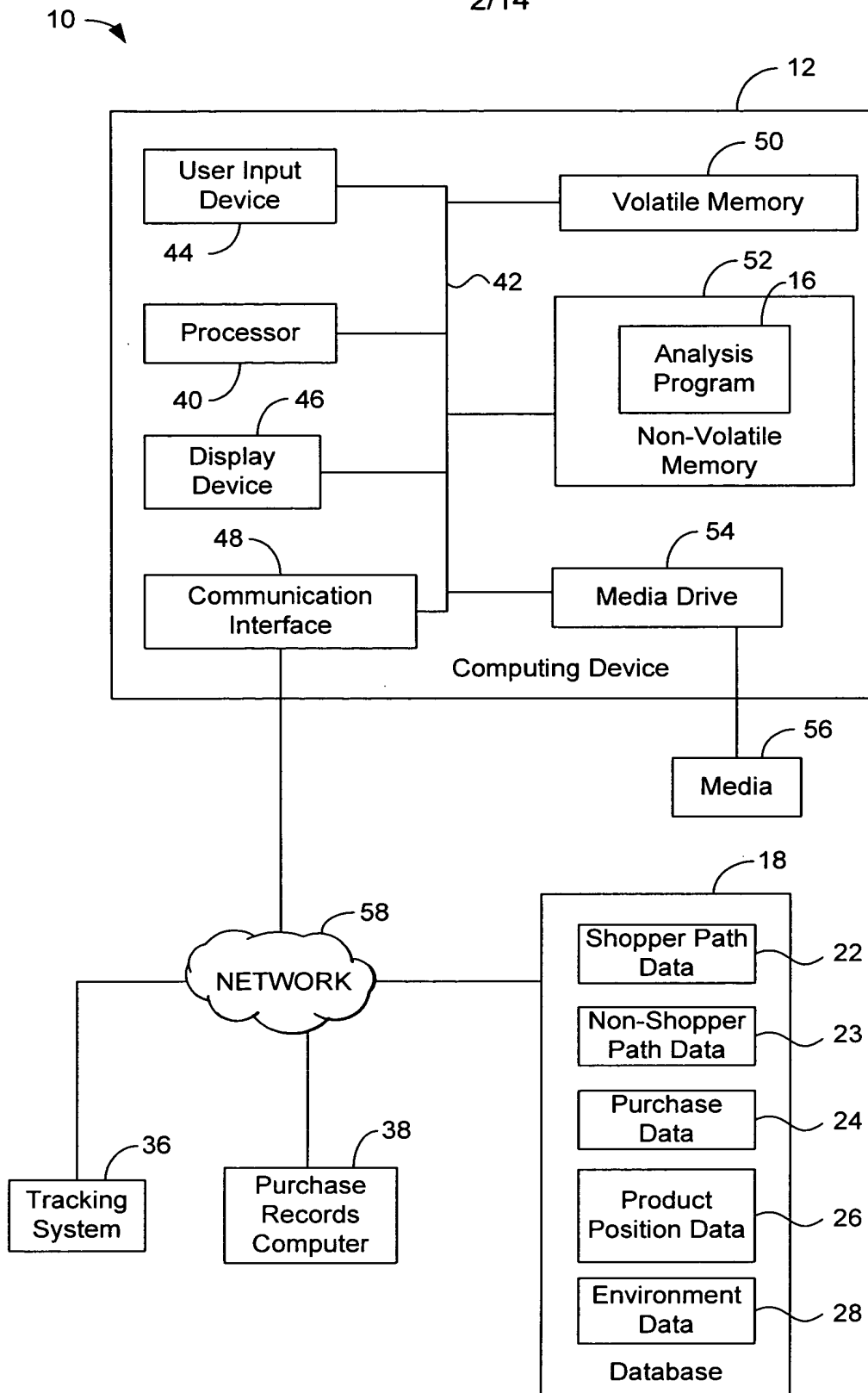


FIG. 2

FIG. 3

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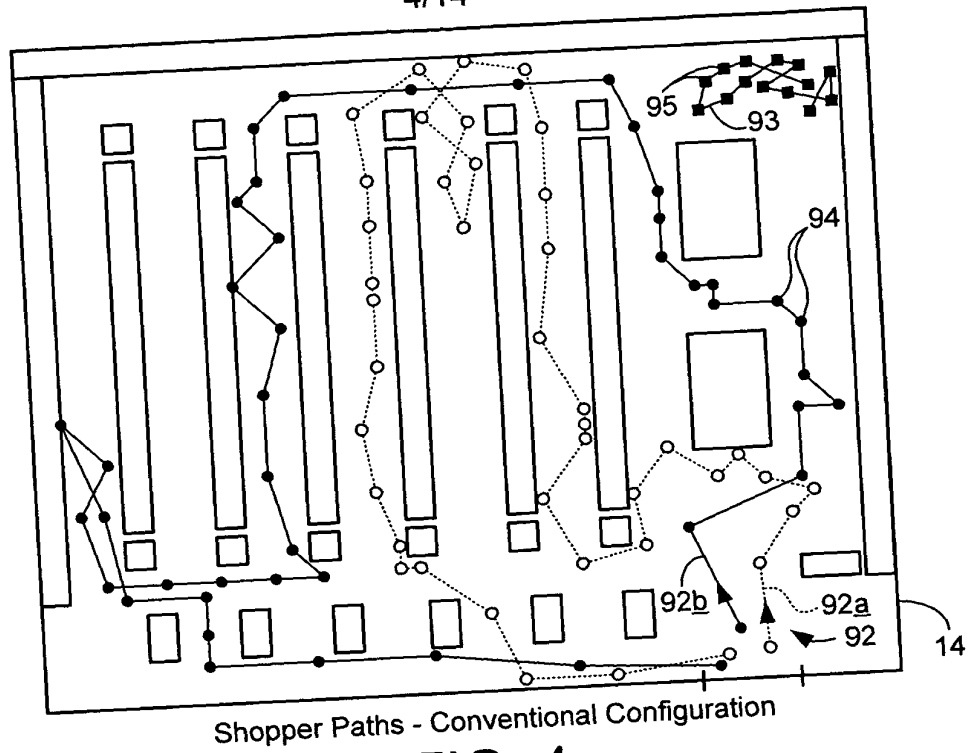


FIG. 4

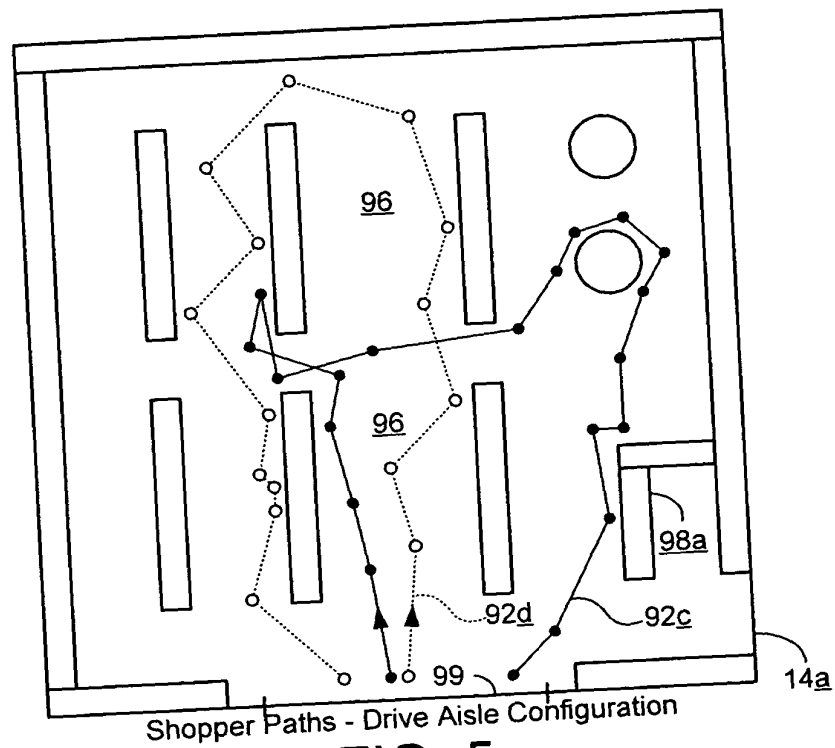


FIG. 5

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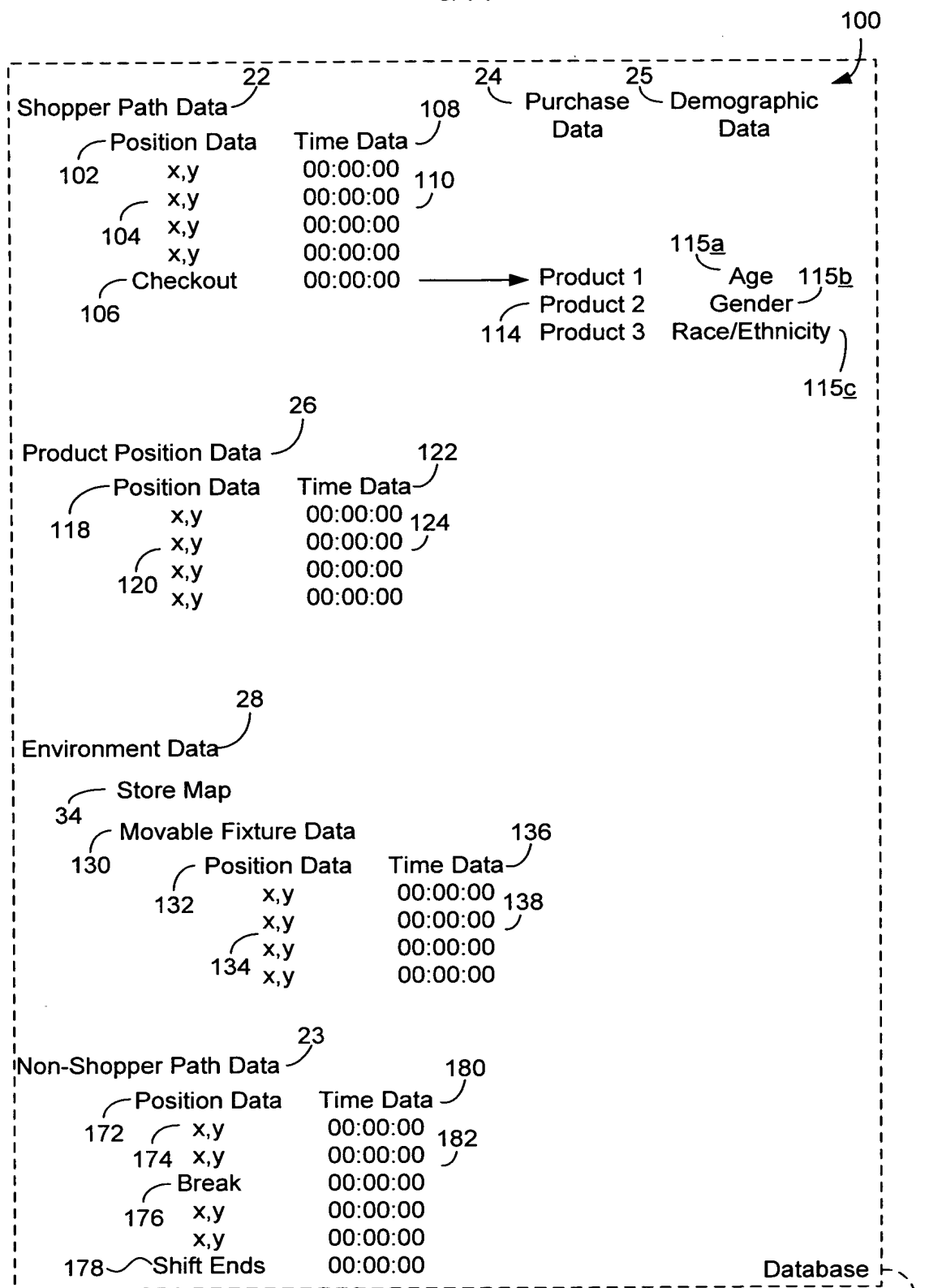
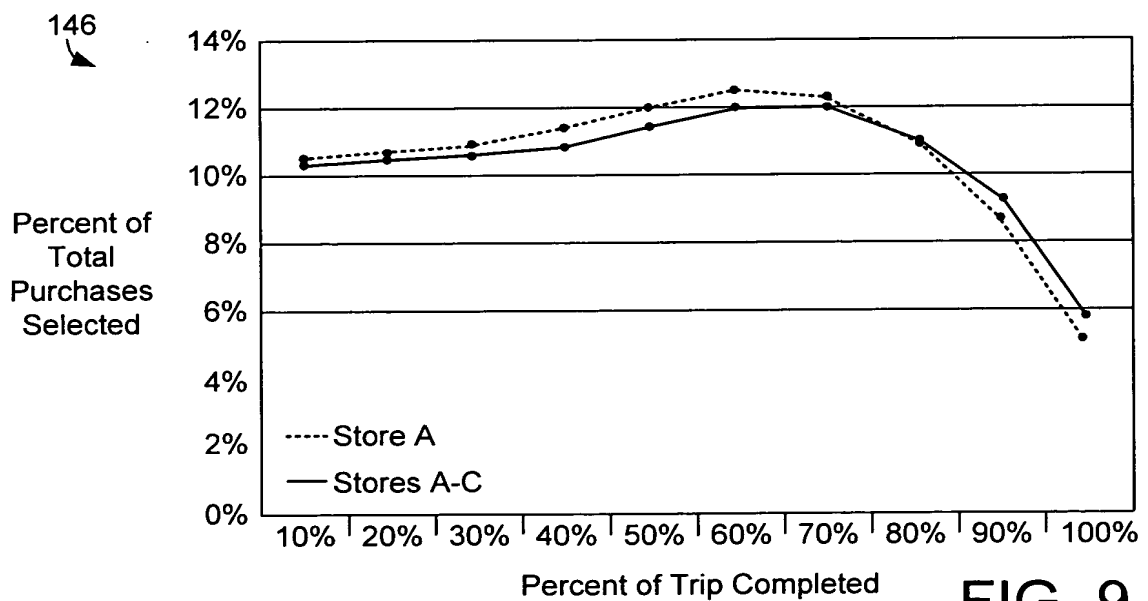
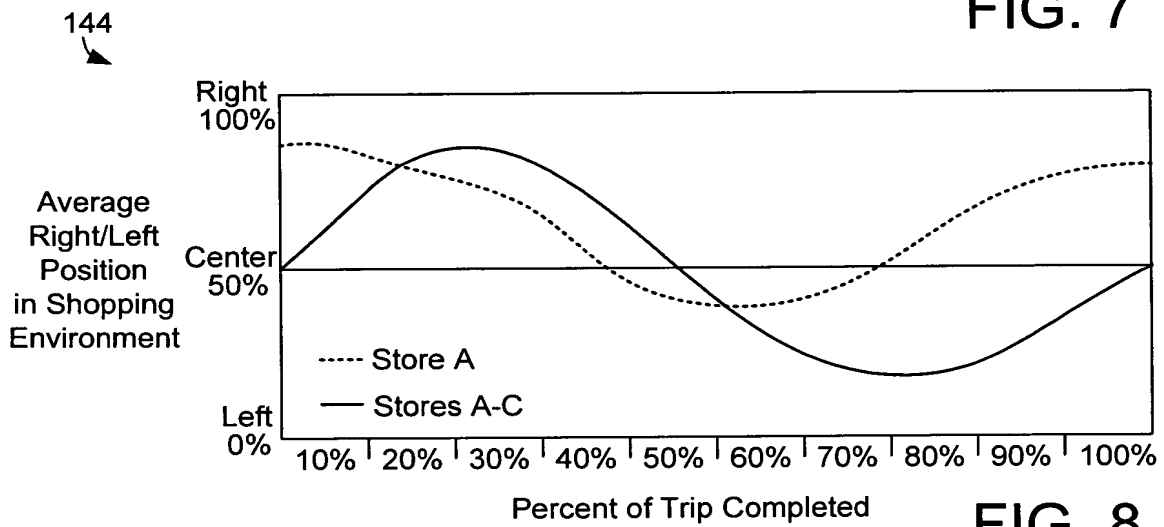
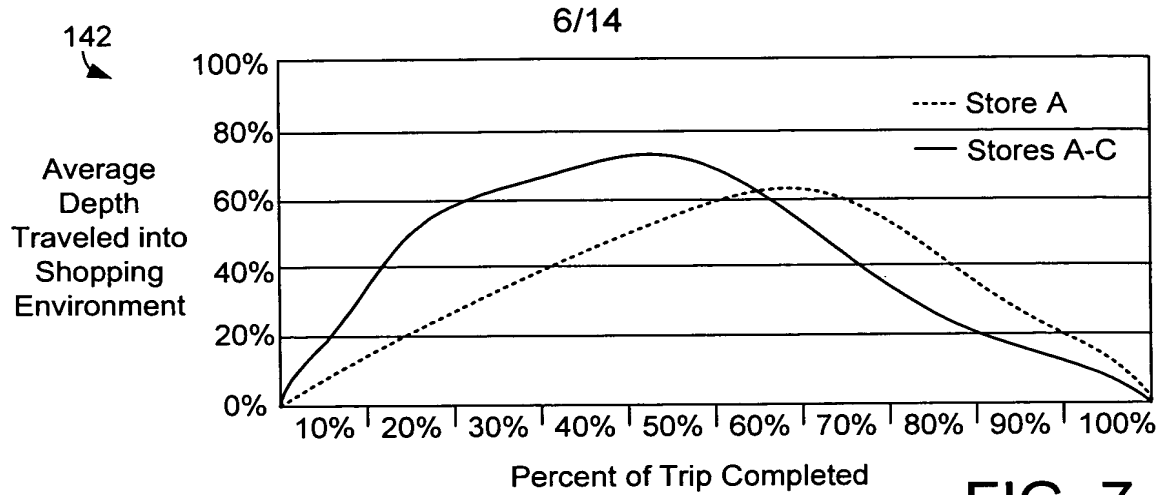


FIG. 6



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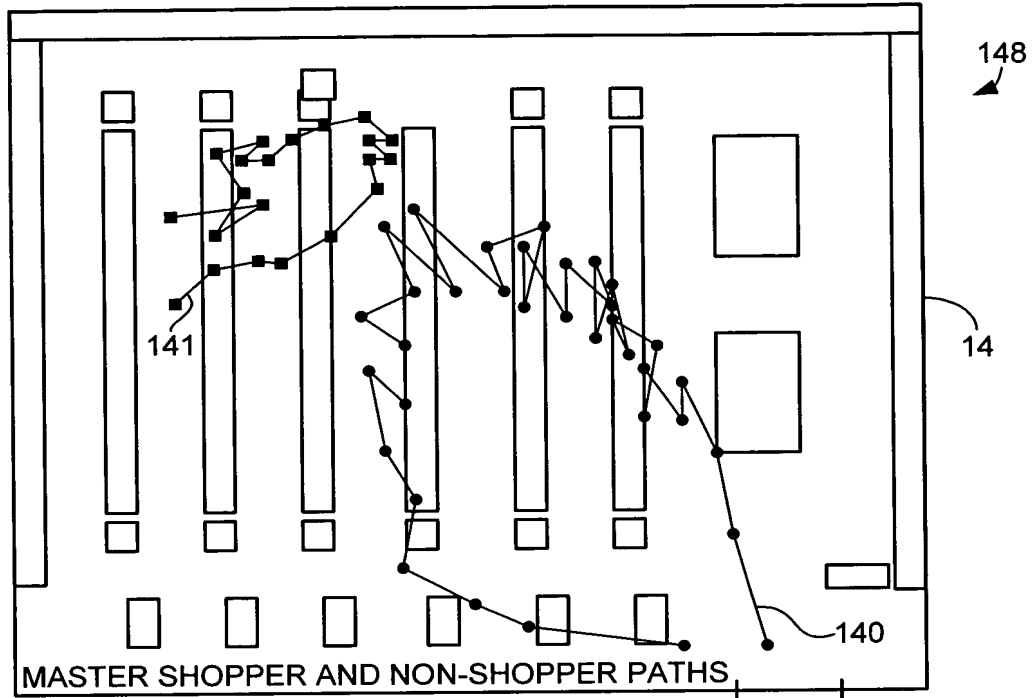


FIG. 10

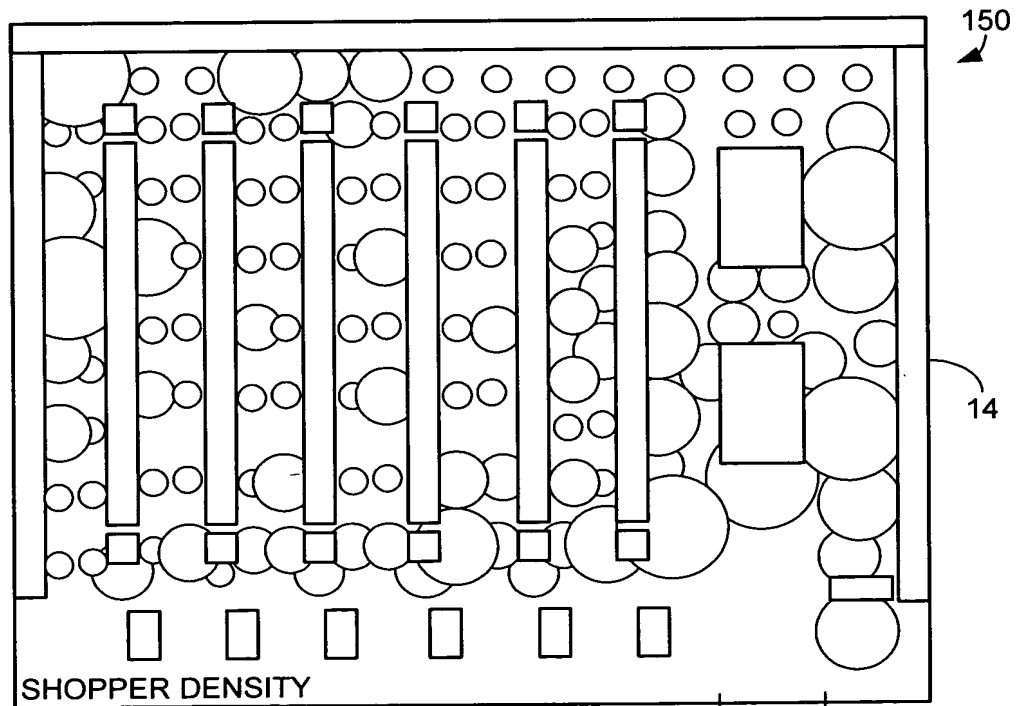


Fig. 11

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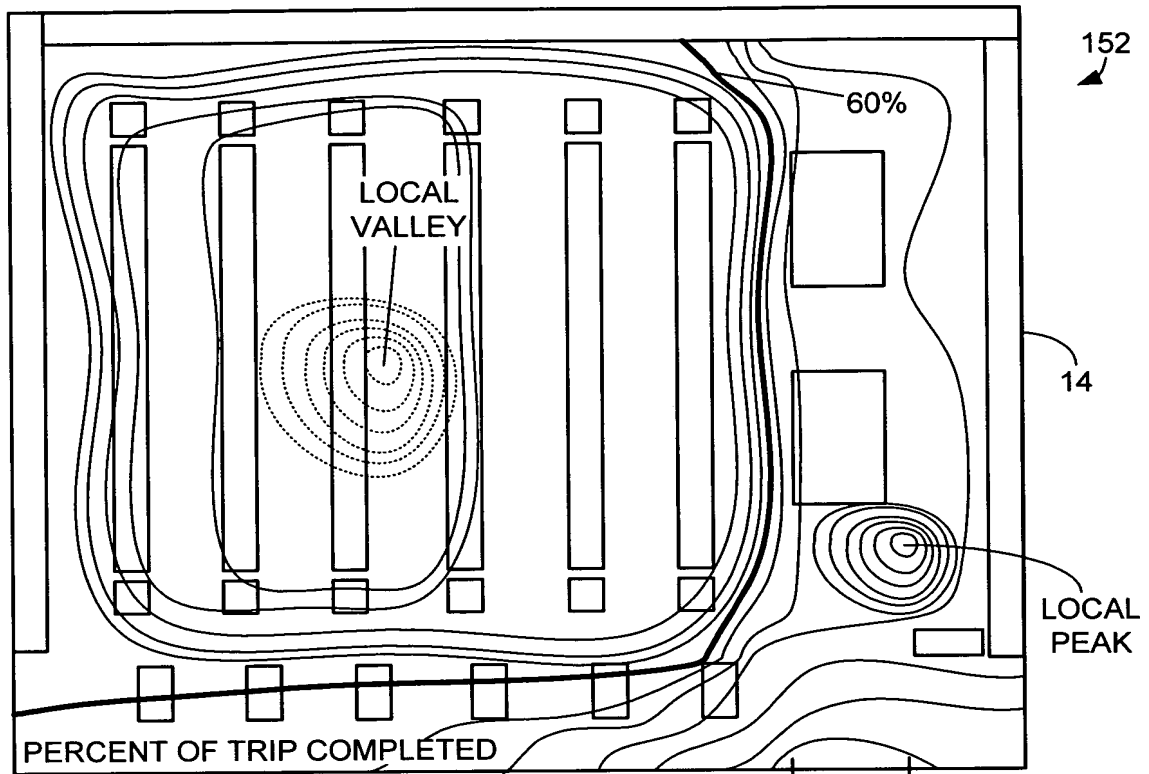


FIG. 12

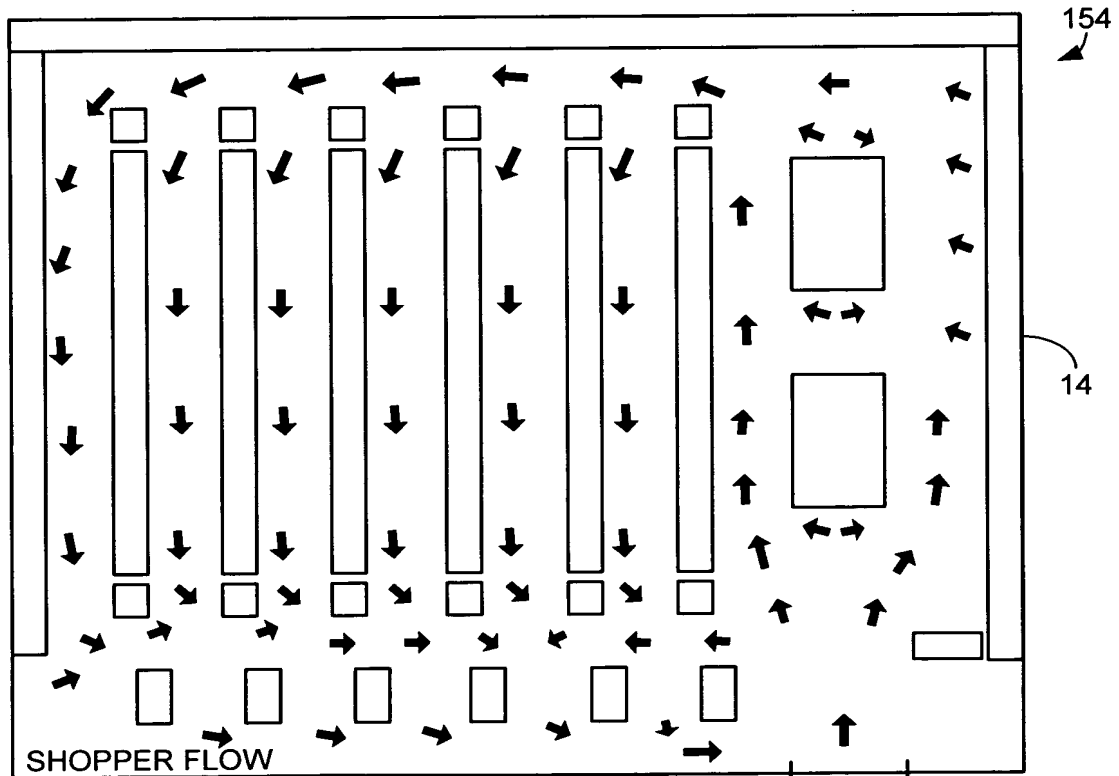
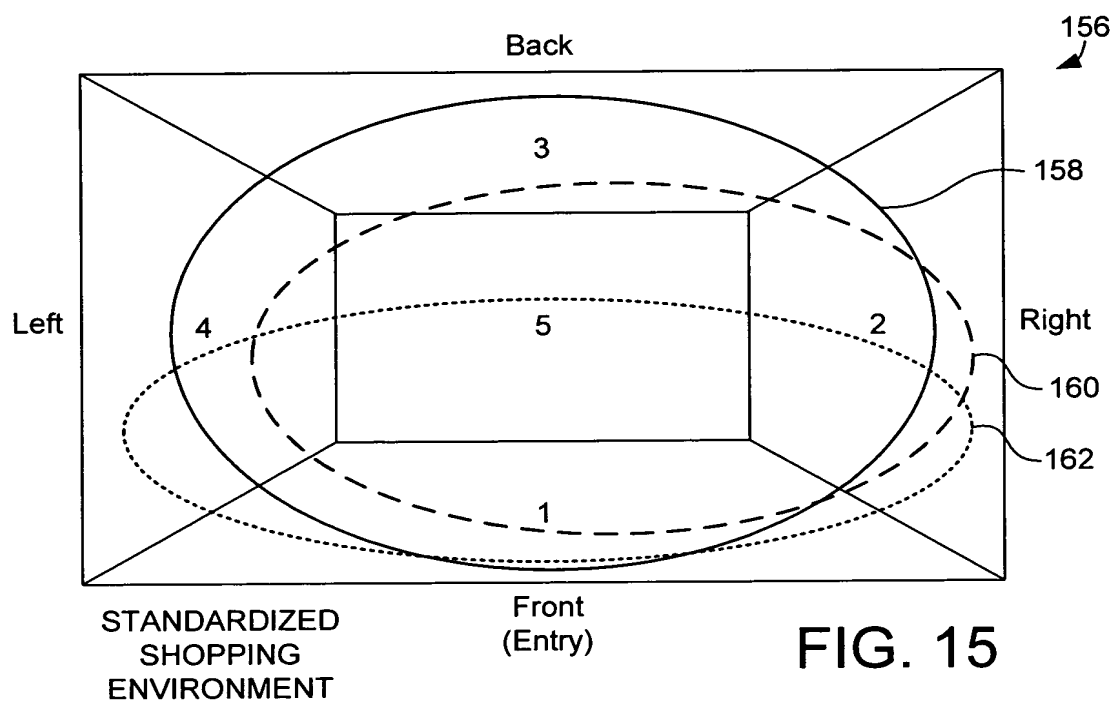
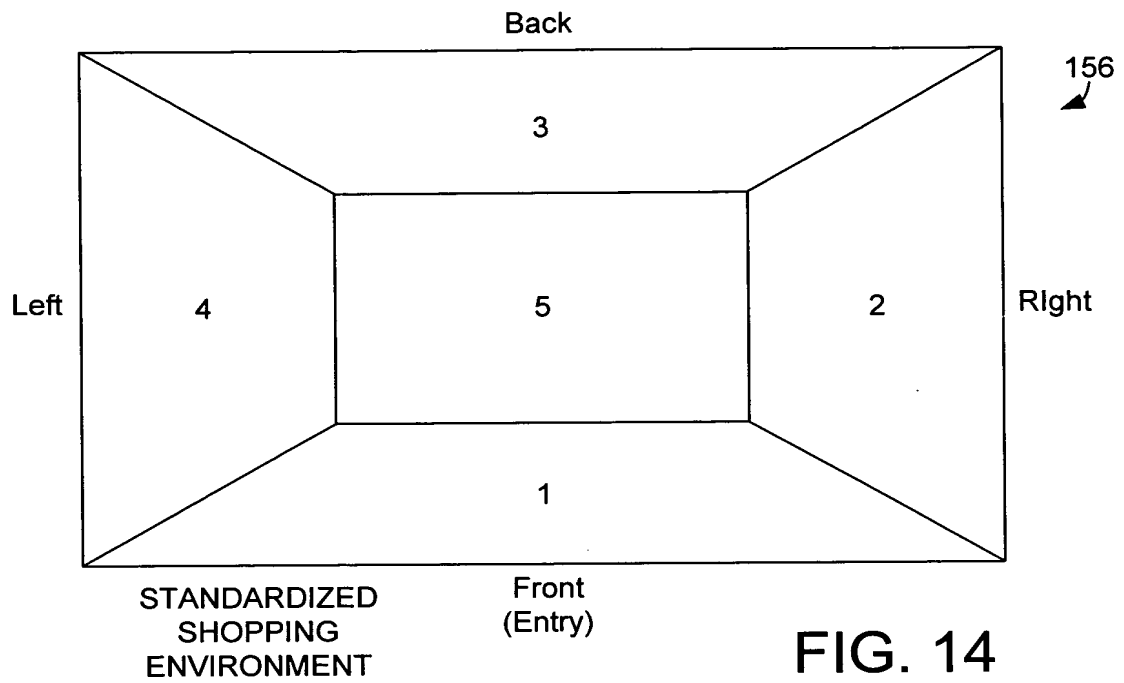


FIG. 13



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↙

		STRIP SHOPPING			MALL SHOPPING	
		CHECKOUT	CONVENTIONAL	DRIVE AISLE	CONVENTIONAL	DRIVE AISLE
		ALL STORES	STORE 1	STORE 2	STORE 3	STORE 4
N =		2000	500	500	500	500
VISITS						
FRONT	1	100%	100%	100%	100%	100%
RIGHT	2	XX%	XX%	XX%	XX%	XX%
BACK	3	XX%	XX%	XX%	XX%	XX%
LEFT	4	XX%	XX%	XX%	XX%	XX%
CENTER	5	XX%	XX%	XX%	XX%	XX%
SHOPPING						
FRONT	1	XX%	XX%	XX%	XX%	XX%
RIGHT	2	XX%	XX%	XX%	XX%	XX%
BACK	3	XX%	XX%	XX%	XX%	XX%
LEFT	4	XX%	XX%	XX%	XX%	XX%
CENTER	5	XX%	XX%	XX%	XX%	XX%
PURCHASES						
FRONT	1	XX%	XX%	XX%	XX%	XX%
RIGHT	2	XX%	XX%	XX%	XX%	XX%
BACK	3	XX%	XX%	XX%	XX%	XX%
LEFT	4	XX%	XX%	XX%	XX%	XX%
CENTER	5	XX%	XX%	XX%	XX%	XX%

FIG. 16

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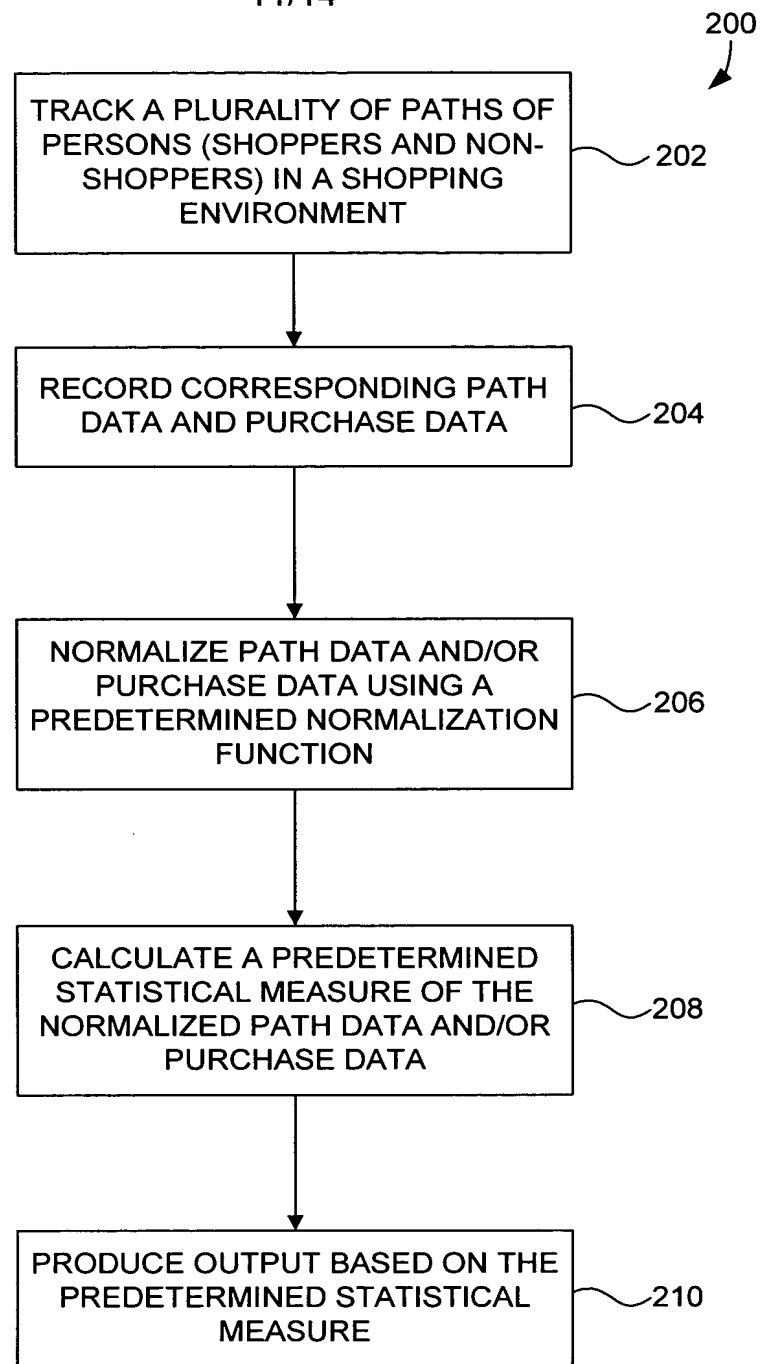


FIG. 17

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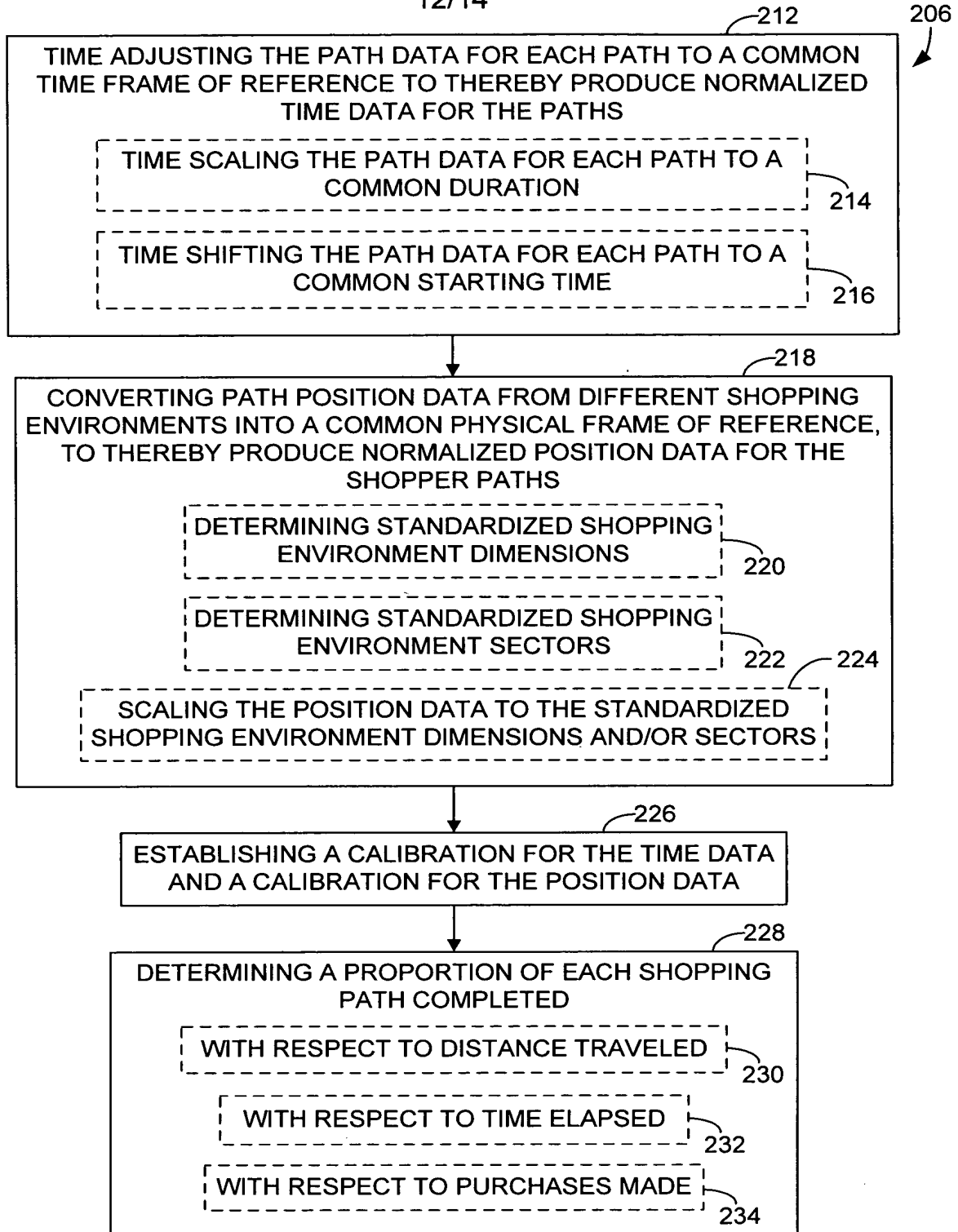


FIG. 18

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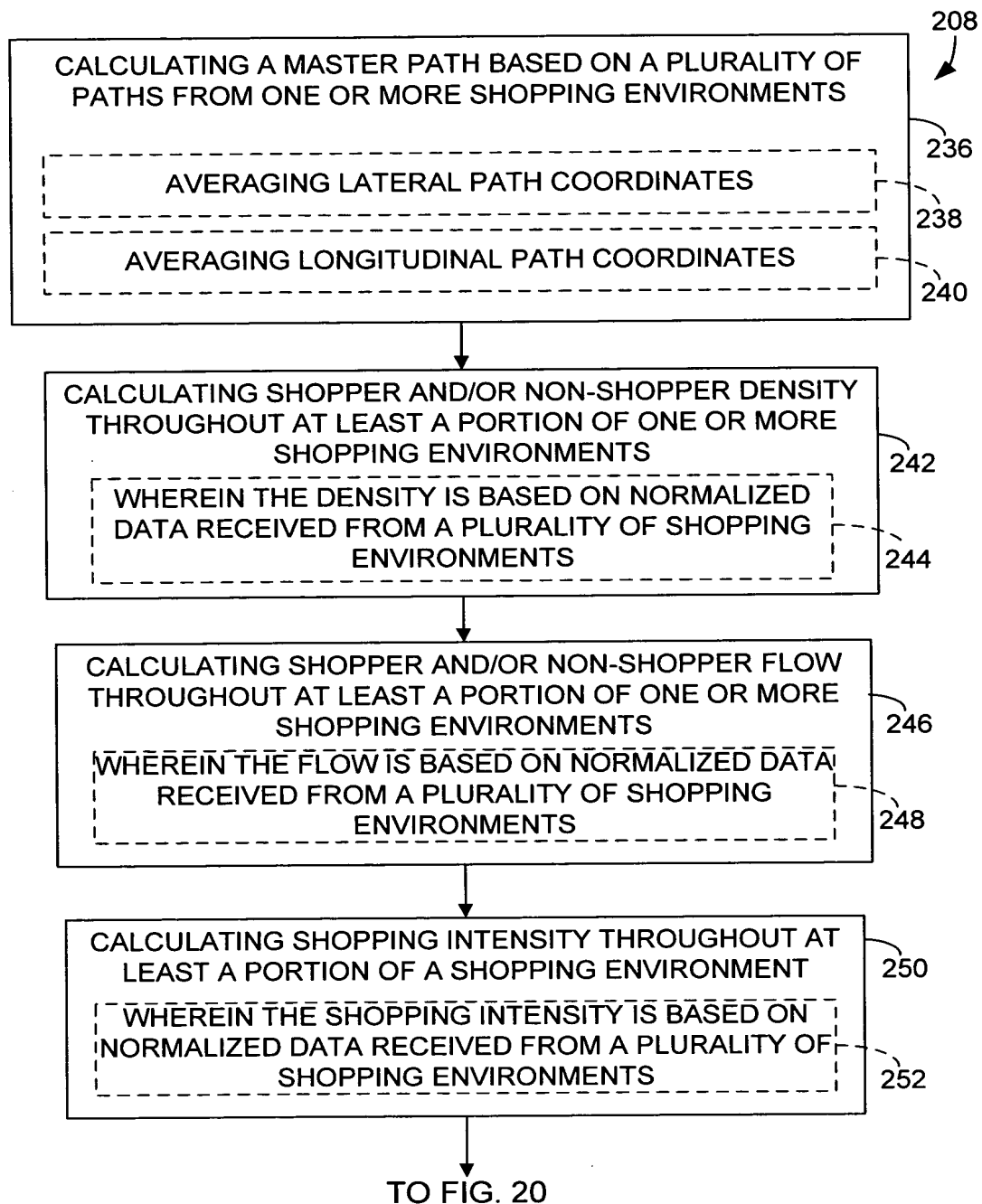


FIG. 19

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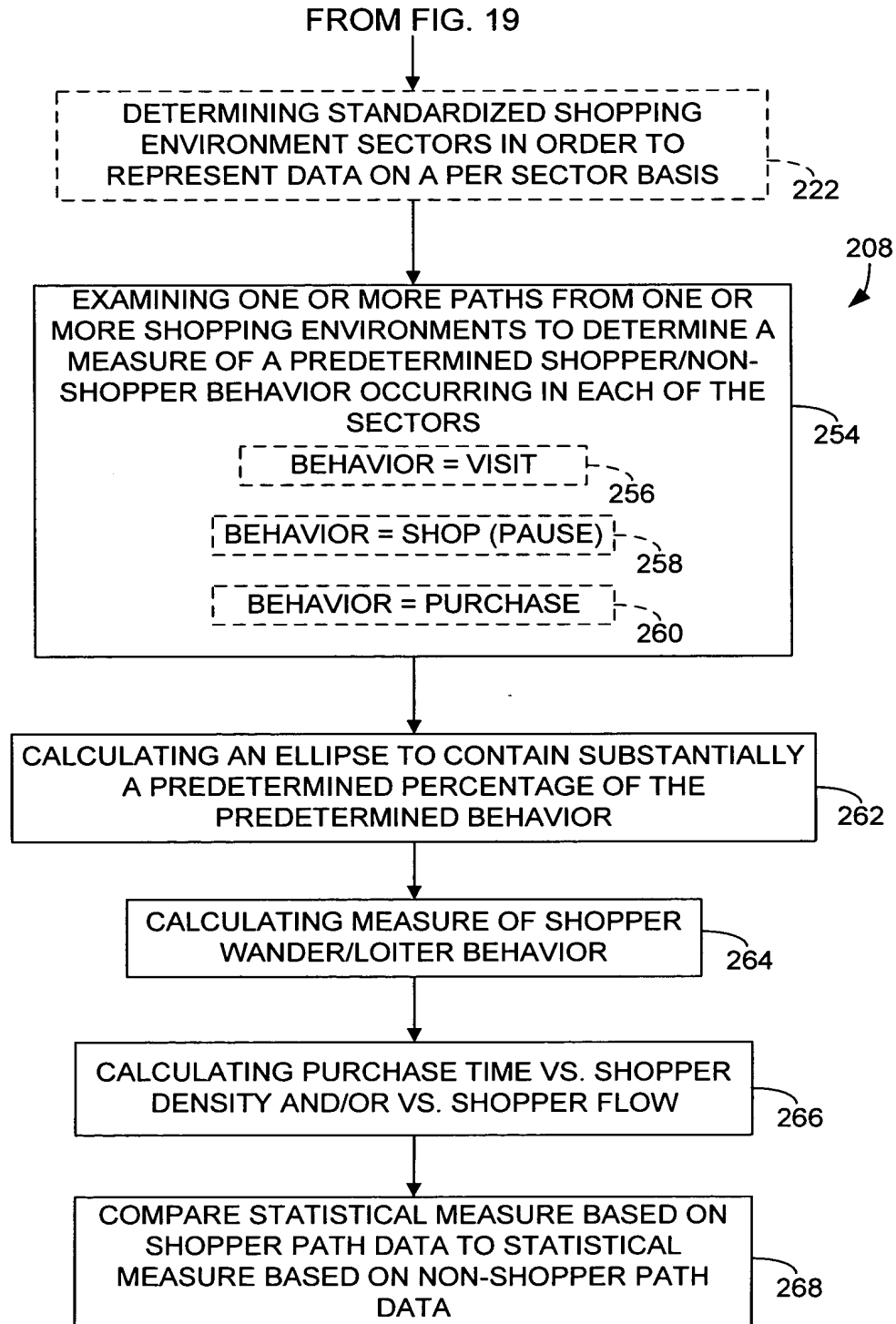


FIG. 20